

## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:

23552

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☒ The address associated with Customer Number:

23552

OR

<input type="checkbox"/> Firm or Individual Name			
Address			
City	State		Zip
Country			
Telephone		Email	

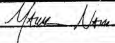
Assignee Name and Address:

Mark Nair  
Anderson Merchandisers  
421 E. 34<sup>th</sup> Street  
Amarillo, TX 79103

**A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.**

**SIGNATURE of Assignee of Record**

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	May 4, 2009
Name	Mark Nair	Telephone	(806) 376-6251
Title	Inventor		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*

<b>STATEMENT UNDER 37 CFR 3.73(b)</b>		ATTORNEY DOCKET NO. <b>70166.0006USU1</b>	
		U.S. APPLICATION SERIAL NO. <b>09/931,626</b>	CONFIRMATION NO. <b>3004</b>
		FILING DATE <b>August 16, 2001</b>	
INVENTOR(S) <b>Mark NAIR</b>		EXAMINER (If known) <b>Michael J. Fisher</b>	
TITLE OF APPLICATION <b>SYSTEM AND METHOD FOR AN INTERACTIVE SHOPPING NEWS AND PRICE INFORMATION SERVICE</b>		ART UNIT (If known) <b>3629</b>	

Anderson Merchandisers, a Corporation certifies that it is:

☒ the assignee of the entire right, title, and interest; or

☐ the assignee of less than the entire right, title and interest (the extent by percentage of its ownership interest is \_\_\_\_%);

of the application identified above by virtue of an assignment from the inventor(s) of the application identified above.

☐ The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, F r a m e \_\_\_\_\_.

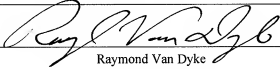
☒ A copy of the assignment is attached.

☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A true copy of the original assignment documents must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP § 302.08]

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and, further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine, imprisonment, or both under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Signature			
Name	Raymond Van Dyke	Date	June 11, 2009
Title	Attorney of Record	Telephone	202-326-0311

## *ASSIGNMENT*

Patent No.: 7,177,818

Issued: February 13, 2007

Serial No. 09/931,626

Filed August 16, 2001

WHEREAS, Mark NAIR (hereinafter designated as the undersigned) has invented certain new and useful improvements in SYSTEM AND METHOD FOR AN INTERACTIVE SHOPPING NEWS AND PRICE INFORMATION SERVICE for which an application for Letters Patent of the United States of America has been filed on behalf of the undersigned on August 16, 2001, has been assigned Serial No. 09/931,626, which has now issued as a U.S. Patent Number 7,177,818 on February 13, 2007 and;

WHEREAS, Anderson Merchandisers, LLP, 421 S.E. 34<sup>th</sup> Avenue, Amarillo, Texas 79103, its heirs, successors, legal representatives and assigns (hereinafter designated as the Assignee) is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent(s) that may be granted therefor in the United States of America;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to the undersigned in hand paid, the receipt of which is hereby acknowledged, and other good and valuable consideration, the undersigned has (have) sold, assigned and transferred, and by these presents do sell, assign and transfer unto said Assignee the full and exclusive right to the said invention in the United States of America and its territories and for all foreign countries, dependencies and possessions and the entire right, title and interest in and to any and all Letters Patent(s) which may be granted therefor in the United States of America and its territories, dependencies and possessions, and in and to any and all divisions, reissues, continuations and extensions thereof for the full term or terms for which the same may be granted.

The undersigned agree(s) to execute all papers necessary in connection with this application and any continuing, divisional or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or any continuation, division or reissue thereof or Letters Patent(s) or reissue patent issued thereon and to cooperate with the Assignee in every way possible in obtaining and producing evidence and proceeding with such interference.

The undersigned agree(s) to execute all papers and documents and to perform any act which may be necessary in connection with claims under or provisions of the International Convention for the Protection of Industrial Property or similar agreements.

The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent(s) to the Assignee and to vest all rights therein hereby conveyed to said Assignee as fully and entirely as the same would have been held by the undersigned if this Assignment and sale had not been made.

The undersigned hereby authorize(s) and request(s) the Commissioner of Patents and Trademarks to issue any and all Letters Patents of the United States of America resulting from said application or any division or divisions or continuing or reissue applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) the full right to convey the entire interest herein assigned, and that he has (they have) not executed, and will not execute, any agreement in conflict herewith.

The undersigned hereby grant(s) the law firm of NIXON PEABODY LLP the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

The undersigned authorizes and requests the Commissioner of Patents to issue any and all Letters Patent of the United States for said invention, resulting from any of the aforesaid applications to its ASSIGNEE.

  
Mark NAIR

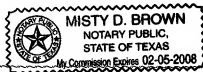
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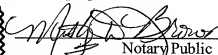
Date

ACKNOWLEDGMENT

State of Texas }  
County of Pendall } ss:

On the 13 day of March 2007, before me, personally appeared Mark NAIR proved to me through satisfactory evidence of identity which was shown to be the person whose name is signed on the preceding or attached document, and acknowledged that he/she executed the same, of his/her own free will and for the purposes set forth.



  
Notary Public